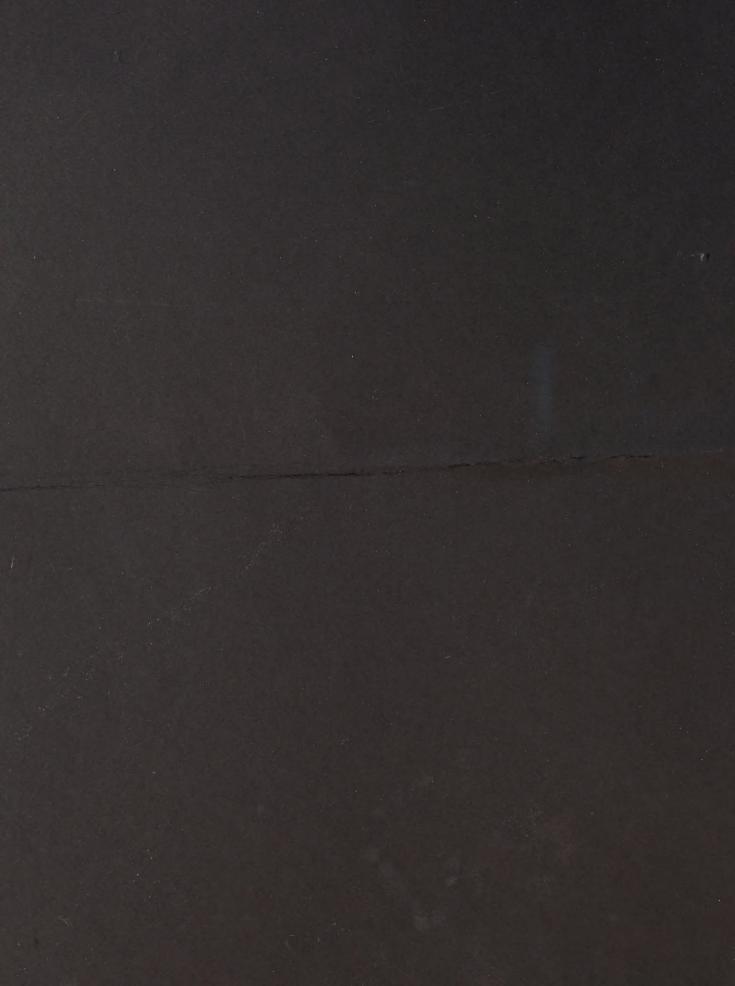
CA1 EA -R22

1988

Report
Dept. of External Affairs on attitudes toward
the Canada – U.S. Free Trade Agreement





CAI EA R22

REPORT TO THE DEPARTMENT OF EXTERNAL AFFAIRS ON ATTITUDES TOWARD THE CANADA - U.S. FREE TRADE AGREEMENT

MAY, 1988

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B. INTERVIEW SCHEDULE

Α.	Are you 18 years of age or older and a Canadian resident?
	YES (CONTINUE)
В.	Have I reached you at your home phone number?
	YES (CONTINUE)A
	NO (ASK TO SPEAK TO ELIGIBLE RESPONDENT, IF STILL "NO," THANK AND TERMINATE)
C.	Do you, or does anyone in your family or household work in the
	following kinds of businessa market research firm, advertis-
	ing agency, public relations firm, or the news media?
	YES (THANK AND TERMINATE RECORD INCIDENCE ON CALL RECORD SHEET)
	NO (CONTINUE)

- Note 1: Responses may not sum to 100% due to rounding throughout the Technical Appendixes.
 - 2: (*) denotes a percentage value greater than 0 but less than 0.5 throughout the Technical Appendixes.

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1.	How closely would you say you have been following the discussions about free trade with the United States? Would you say you've been following these discussions(READ LIST)?	
	NOT CLOSELY AT ALL	(14%) (39%) (35%) (11%) (*)
2.	Regardless of how closely you may have been following the discussions about free trade, do you feel that you understand the issue as well as you would like?	
	YES	(28%) (72%) (*)
3.	Would you say you are very familiar, familiar, not too familiar, or not familiar at all with what is contained in the free trade agreement between Canada and the United States?	
	NOT FAMILIAR AT ALL	(17%) (51%) (28%) (3%) (0%)
	you probably know, the Canada-U.S. free trade negotiations have ulted in a free trade agreement.	
4.	Generally speaking, do you strongly support, support, oppose, or strongly oppose the free trade agreement that was reached by Canada and the United States?	
	STRONGLY OPPOSE	(11%) (32%) (46%) (5%) (6%)

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5.	And how likely do you think it opinion you have now about agreementvery likely, somewhat not likely at all?	the Canada-U.S. free trade	
		NOT LIKELY AT ALL	(22%) (34%) (35%) (6%) (3%)
6.	If you had to guess, would you say than the Americans, that the Ame Canada, or do you think that the balanced for both countries?	ricans got a better deal than	
	CANADA GOT A BETTER DEAL THAN THE THE AMERICANS GOT A BETTER DEAL TH THE FREE TRADE DEAL IS FAIR AND BA NO OPINION (VOLUNTEERED)	AN CANADA2 LANCED3	(7%.) (59%) (31%) (3%)
that	like you to tell me for each of t a trade agreement is a very g g. How about in terms of its effe 9)	ood, good, bad, or very bad	
7.	The Canadian economy?		
		VERY BAD	(7%) (32%) (51%) (7%) (3%)
8.	Your provincial economy?		
		VERY BAD. 1 BAD. 2 GOOD. 3 VERY GOOD. 4 NO OPINION (VOLUNTEERED) 5	(7%) (32%) (49%) (7%) (4%)

9.	Economic well-being of you and you	r family?	
	s) - 1	VERY BAD	(4%) (27%) (54%) (6%) (9%)
abou betweetell some	going to read you a list of state t what might happen now that the een Canada and the United States. me whether you think it is v what unlikely, or very unlikely that is(READ AND ROTATE STATEMENTS 10	re is a free trade agreement For each one, I'd like you to ery likely, somewhat likely, t this will result? The first	
10.	Overall, there will be more jobs g	ained than lost in Canada.	
		VERY UNLIKELY	(20%) (30%) (35%) (14%) (2%)
11.	Prices of many goods imported from will be lower.	the United States into Canada	
		VERY UNLIKELY	(12%) (21%) (47%) (19%) (1%)
12.	We will be able to maintain curre unemployment insurance and health		
		VERY UNLIKELY	(14%) (17%) (43%) (24%) (3%)

13.	Many American companies will close their plants in Canada.	
	VERY UNLIKELY	2 (40%) 3 (25%) 4 (14%)
14.	Our economy will become so closely tied to the American econom that we will gradually lose our ability to make our own economi decisions.	
	VERY UNLIKELY SOMEWHAT UNLIKELY SOMEWHAT LIKELY VERY LIKELY NO OPINION (VOLUNTEERED)	2 (24%) 3 (29%) 4 (33%)
15.	Canadians will have higher incomes than they do now.	
	VERY UNLIKELY	2 (43%) 3 (20%) 4 (6%)
16.	The poorer regions of the country would be better off under the free trade agreement than they otherwise would be.	е
	VERY UNLIKELY	2 (34%) 3 (32%) 4 (8%)
17.	American influence on our books, magazines, films and other parts of our culture will increase.	r
	VERY UNLIKELY	2 (23%) 3 (37%) 4 (30%)

18.	Canada and the United States will ways.	l become more similar in many	
		VERY UNLIKELY	(8%) (16%) (43%) (33%) (1%)
19.	The United States will keep to the	e terms of the agreement.	
	END OF ROTATION	VERY UNLIKELY	(19%) (24%) (40%) (15%) (2%)
20.	Some people say we should not have mean the end of some of those governada's identity and make us diff	vernment measures which protect	
	Other people say that we should free trade agreement because Carenough that it no longer need government measures.	nada's identity is now strong	
	Thinking of these two points of your own?	view, which one best reflects	
		SHOULD NOT HAVE FREE TRADE1 SHOULD BE CONFIDENT2 NO OPINION (VOLUNTEERED)3	(45%) (53%) (2%)
21.	Some people say that the jobs whi with the U.S. are not as iminfluence in Canada.		
	Other people say that the jobs Canada-U.S. trade are more impoinfluence in the Canadian economy.	ortant than limiting American	
	Thinking of these two points of your own?	view, which one best reflects	
	JOBS NOT AS IMPORTANT AS LIMITING JOBS MORE IMPORTANT THAN LIMITING NO OPINION (VOLUNTEERED) NO OPINION (VOLUNTEERED)	INFLUENCE2	(36%) (56%) (8%) (1%)

22.	Some people say that the free trade agreement will strengthen Canada's economy and thus enable it to continue to play an independent role in the world.	
	Other people say that the free trade agreement will tie Canada so closely to the United States that it will weaken our ability to play an independent role in the world.	
	Thinking of these two points of view, which <u>one</u> best reflects your own?	
	WILL STRENGTHEN ABILITY TO PLAY INDEPENDENT ROLE	(42% (56% (2%
23.	Thinking about the various people whose opinions you respect on the free trade agreement, whose opinion are you relying on most in making up your mind about the free trade agreement since it was signedeconomists and other specialists, business leaders, labour leaders, federal government leaders, your provincial government leaders or the news media?	
	ECONOMISTS AND OTHER SPECIALISTS	(22% (15% (9% (10% (7% (31% (6%
24.	Thinking specifically about business leaders, of the following, whose opinion would you consider or rely on most in making up your mind about free tradethe people who run businesses which are well-known throughout Canada, or people who run businesses known mainly in the area where you live?	
	BUSINESSES WELL-KNOWN THROUGHOUT CANADA	(61%) (33%) (5%) (1%)

Now, I'm going to read you a list of statements various people have made at one time or another. I'd like you to tell me how you personally feel about each statement by giving me a number between -5 and +5, where -5 means you totally disagree with the statement and +5 means you totally agree with the statement. Many people's opinions fall somewhere in between these two points depending on how they feel about the statement. The first statement is...(ROTATE STATEMENTS 25 - 34...READ FIRST STATEMENT...REPEAT SCALE INSTRUCTIONS IF REQUESTED) Where would you place yourself on this scale?

TOTALLY DISAGREE

DEPENDS

TOTALLY AGREE

	-5 -4 -3 -2 -1 0 +1 +2 +3 +4	+5
	Canada may become more like the States in some areas,	MEAN RATING
•	but Canadians themselves will not become like Americans as a result of free trade.	1.58
•	I am satisfied that the government will provide an appropriate amount of assistance to those harmed by the effects of free trade.	0.69
	From what I've heard or read, Canada gave away too much to the Americans in the free trade agreement.	1.22
•	The federal government has provided the Canadian people with enough information about the free trade agreement.	1.82
,	All the discussions about free trade may matter to businesses, but free trade won't make any difference to the average Canadian worker.	1.05
•	The important thing now is to start planning on how to take advantage of the new opportunities the free trade agreement can provide.	2.04
	I see the free trade deal with the Americans as part of a general effort by the government to improve Canada's trade situation with countries around the world.	1.02
	I'm concerned that free trade is only going to increase tensions among regions and groups in Canada.	0.81
	Over the long run the Canada-U.S. free trade deal will help to secure Canada's economic future.	0.38
•	I think the government has good idea of how to deal with the changes the free trade agreement will bring in Canada.	0.21
	END OF ROTATION	

Now I'm going to list some Canadian businesses and I'd like you to tell me for each one whether you think the free trade agreement with the United States will mean the industry will be better off, or worse off as a result. How about...(READ AND ROTATE Q35 TO Q42)

off as a result. How about.	(READ AND ROTATE Q35 TO Q42)
35. Oil and gas industry?	
	WORSE OFF
36. Wine industry?	
	WORSE OFF
37. Wood and paper products	?
	WORSE OFF
38. Fish and fish products?	
	WORSE OFF
39. Agriculture and farming	;?
	WORSE OFF
40. Cars and car parts?	
	WORSE OFF

41.	Films, books, and magazines?		
		WORSE OFF	(46%) (13%) (40%) (2%)
42.	Beer industry?		
		WORSE OFF	(45%) (17%) (36%) (2%)
	END OF ROTATION	NO OTTAION (YOUGHTALKED) ******	(2/0 /
43.		re to benefit Canada as a whole, benefit less than the rest of our, favour, oppose, or strongly	
		STRONGLY OPPOSE	(23%) (35%) (35%) (6%) (2%)

One of the issues involved in discussions about Canada-U.S. free trade concerns the adjustments or changes which some individuals and businesses or industry sectors in Canada may have to make once the free trade agreement has been passed into law...

On the basis of what you may have seen, read or heard, do you think...(READ AND ROTATE Q44 AND Q45)...will require a great deal, some, only a little, or no federal government assistance to adjust to the effects of the free trade agreement?

END OF ROTATION

44.	Canadian businesses?		
	ONLY A LITTLE FEDERAL GOVERNME SOME FEDERAL GOVERNMENT ASSIST A GREAT DEAL OF FEDERAL GOVERN	ICE	(8%) (19%) (43%) (29%) (1%)
45.	individual Canadians?		
	ONLY A LITTLE FEDERAL GOVERNME SOME FEDERAL GOVERNMENT ASSIST A GREAT DEAL OF FEDERAL GOVERN	ICE	(15%) (23%) (36%) (25%) (1%)
	END OF ROTATION		
enou	gh help to those(READ AND	ne federal government be providing ROTATE Q46 AND Q47)who may be of the Canada-U.S. free trade	
46.	Canadian businesses?	YES	(42%) (49%) (8%) (1%)
47.	individual Canadians?	YES	(35%) (55%) (9%) (1%)

IF A	NSWER TO Q44 WAS "NO FEDERAL GOVERNMENT ASSISTANCE" (CODE 1) IP TO Q49, OTHERWISE ASK:	
Thin	king specifically about businesses	
48.	The federal government can assist them in taking advantage of the opportunities available under Canada-U.S. free trade by providing different types of help. Which of the following types of help for businesses would you be most in favour of the federal government providing?	
	GIVING INFORMATION AND ADVICE ABOUT NEW OPPORTUNITIES FOR DOING BUSINESS IN THE UNITED STATES	(41%)
	OR	
	CO-OPERATING WITH BUSINESSES IN SHARING THE COSTS OF FINDING NEW CUSTOMERS IN THE U.S2	(55%)
	NO OPINION (VOLUNTEERED)	(4%)
49.	If the Canada-U.S. free trade agreement falls through and is not passed by the Canadian Parliament and the U.S. Congress, which of the following points of view would more closely reflect your own(ROTATE) YOU WOULD BE UPSET THAT CANADA HAS WASTED ALL THIS	
	TIME AND ENERGY TRYING TO GET A DEAL	-
	FREE TRADE WOULD BE A BAD THING FOR CANADA	
	AGREEMENT IS NOT GOOD ENOUGH FOR CANADA	
50.	Again, if the Canada-U.S. free trade agreement did not come into effect, which of the following do you think would likely be most responsible for the fact that the agreement fell through (ROTATE)	
	NOT ENOUGH CANADIAN POLITICAL LEADERS COULD AGREE THAT IT'S A GOOD AGREEMENT	(21%)
	THAT IT'S A GOOD AGREEMENT	(23%)
	AGREE THAT THE FREE TRADE AGREEMENT IS A GOOD AGREEMENT3 NO OPINION (VOLUNTEERED)	(55%)

51. The free trade agreement must be passed into law by the end of this year or it will not take effect.

Some people say that this is enough time to make a final decision on whether to accept the agreement because there has already been a lot of public debate about its possible consequences.

Other people say that the consequences of the free trade agreement are so important that we should take as much time as necessary for further discussion even if that means missing the deadline and letting the agreement fall through.

Thinking of these two points of view, which best reflects your own?

FINAL DECISI	ON ON ACCE	PTING THE	E DEAL SHO	OULD OCCUR AS	
ENOUGH PUB	LIC DEBATE	ON THE	ISSUE HAS	TAKEN PLACE.	 (32%)

THE CONSEQUENCES ARE SO IMPORTANT THAT WE SHOULD TAKE AS	
MUCH TIME AS NECESSARY FOR FURTHER DISCUSSIONS	2 (67%)
NO OPINION (VOLUNTEERED)	3 (1%)

This survey is being conducted on behalf of the Department of External Affairs. So that we can use your responses we would like to ask you some questions that would be used for statistical purposes only. We want to assure you that your answers will be kept confidential in two ways: first, your name will not be given to the Department of External Affairs, and second, your answers will be combined with those of other participants in the survey before being given to the Department of External Affairs. This survey is registered under the Access to Information Act and the Privacy Act.

52.	What is your age, please?	18-19 YEARS	01 (4%)
	(IF RESPONDENT REFUSES, OFFER	20-24 YEARS	02 (10%)
	TO READ CATEGORIES AND HAVE	25-29 YEARS	03 (14%)
	HIM/HER TELL YOU WHICH CATEGORY	30-34 YEARS	04 (14%)
	HE/SHE FALLS INTO)	35-39 YEARS	05 (13%)
		40-44 YEARS	06 (11%)
		45-49 YEARS	07 (8%)
		50-54 YEARS	08 (6%)
		55-59 YEARS	09 (5%)
		60-64 YEARS	10 (5%)
		65 YEARS OR OLDER	11 (11%)

53.	Which of the following income groups includes your annual household income? (READ CHOICES)	LESS THAN \$ 5,000	(2%) (5%) (8%) (10%) (11%) (12%) (11%) (8%) (8%) (6%) (19%)		
54.A	Are you currently attending scho full-time student?	ol, college, or university as a			
		YES (SKIP TO Q56)6* NO (GO TO Q55.B)A	(7%)		
	IF "NO" TO Q55.A, ASK:				
	55.B What is the highest level of schooling that you have completed?				
	PUBLIC/ELEMENTARY SCHOOL (GRADE 1-8)				
55.	Are you currently employed outside the home?	NO (SKIP TO Q59)	(33%) (67%) (1%)		
	IF "YES" TO Q56, ASK:				
	56. Are you working full-time or part-time?				
		FULL-TIME	(83%) (17%) (1%)		

			ccupation, that is where s? What type of comp	nat are your main job pany do you work for?	
		AGRICULTURE CIVIL SERVANT. DWNER/SELF EME MANAGEMENT/EXE CULTURAL MEDIUM-LEVEL SERV MEDIUM-LEVEL SERV MEDIUM-LEVEL OFFI MEDIUM-LEVEL OFFI MEDIUM-LEVEL PROD HOUSEWIFE STUDENT RETIRED ARMY JNEMPLOYED	OYED. UTIVE. RVICE. CES. FICE WORKER. E WORKER. ODUCTION WORKER. CTION WORKER.		1%) 4%) 9%) 1%) 1%) 1%) 1%) 1%) 1%) 1%) 1
58.	Do you, labour		RESPONDEN OTHER MEM BOTH (VOL	MBER OF FAMILY2 (1 LUNTEERED)3 (4%) .7%) 4%) .5%)
59.	Sex. (B)	Y OBSERVATION)		· · · · · · · · · · · · · · · · · · ·	0%)
60.	Language	≥ (BY OBSERVAT	ENGLISH		(6%)

